



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Catalan Waste Agency (Agència de Residus de Catalunya, ARC)
Country/Region: Catalonia/Spain
Name of nominated project developer: Barcelona Zoological Park (Parc Zoològic de Barcelona)
Name of nominated action: The zoo improves the Earth (El zoo millora la Terra)
Place: Barcelona Zoo
Town: Barcelona
Region: Catalonia
Country: Spain
Website: www.zoobarcelona.cat
Nominee category: Other
Dates of action: 17 - 25 November 2012

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action



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Barcelona Zoological Park (hereinafter Zoo) is a municipal zoo run by the BSM company (Barcelona de Serveis Municipals) and is located in the centre of Barcelona. The Zoo welcomes more than one million visitors a year, including children, young people, adults and seniors.

A huge quantity of organic waste is produced in Barcelona Zoo: animal droppings, food waste, plant waste and the beds/material of the enclosures that are cleaned every day. In total more than 800 tons of organic waste are produced per year.

The Zoo distributes this waste in 4 different containers, according to its use, and then sends it to external composting plants. The aim of this new programme is to reduce the organic waste fraction by composting it in the Zoo itself. This will reduce the amount of work involved in accumulating this material and reduce the travel and CO2 emissions involved in transferring it to external composting plants. The droppings of elephants, rhinos, hippos, giraffes, buffalos and other herbivores will form the basis of excellent compost. It can make a very good and free fertiliser for the Zoo's own gardens while reducing the amount of waste generated.

This initiative began in 2010 with the help of Agenda 21 and its 'Let's compost and learn' programme. Thanks to this, the Zoo placed 2 composters in the Zoo Farm zone and at the Green Point, with appropriate signage showing visitors and students how a composter works. These composters have an exclusively educational and pedagogical use.

This year, during the 2012 EWWR, the Zoo wanted to give the programme a fresh boost and place composters in more areas of the Zoo, near the enclosures of the animals to make compost needed later for its own gardens. Every day, the cleaning of the enclosures will enable the keepers to compost some of the collected organic material. With the help of two companies that are participating in the project, Endesa SA and Compostadores.com, the Zoo can provide the training and obtain the composters.

The project has several objectives. On one hand, the Zoo aims to reduce one of its largest sources of waste and give it a second life by turning it into compost and fertilising its own gardens. On the other hand, the Zoo wants to disseminate good practices among its visitors. Through workshops, visits and educational signs and panels, students learn how to make compost and visitors can find out how this waste is managed in the Zoo. There are currently composters up and running. However, the goal is to increase the number of units at the Zoo in the coming years.

During the EWWR:

- The composters were put in place
- The training sessions for workers that had begun a few weeks earlier continued.
- Schools were invited to visit the Zoo to find out about the composters and the entire closed cycle of the Zoo's organic material.
- Information was provided on information panels and through the Zoo's communication channels to explain the project to workers, visitors and schoolchildren.

The result of the project was:

- 30 trained workers
- 6 composters placed in the Zoo
- 800 tons of organic material per year.
- Every week 1000 children aged between 3 and 12 years are made aware of the issue through Zoo visits (50000/year)
- 30000 families are informed through the monthly Zoo magazine.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

The target audience is first all the staff; since these practices help to reduce the waste generated in the Zoo and will produce excellent compost for fertilising the gardens and animal enclosures. The second most important target audience are visitors: school groups, families and students can learn how to compost at home and discover good environmental practices. The importance of reducing waste is shown through talks, visits and workshops organised by the Education Department of Barcelona Zoo.

N° of participants (staff): 30

Barcelona Zoo is a municipal zoo run by the BSM group (Barcelona de Serveis Municipals); which also encompasses other services in the city. BSM employs over 1000 staff members who receive information on the group's activities through a website, an intranet, screens in the workplace, e-mails and corporate information. These channels are used to disseminate this project internally among all staff members. This project involving the composting of organic material will also be put forward for the environment prize awarded each year by BSM to a candidate from among the various municipal companies that it runs.

N° participants (Zoo visitors during the EWWR): 16000 visitors during the week.

The education Department of the Zoo organises guided visits for schoolchildren with the help of specialised educators. Most of the groups visit the waste zone where they receive information on good practices and are shown how the compost is made. Some 50000 children per year use the services of the Education Department.

Throughout the year, more school groups and visitors will visit the composting facilities. All of them form part of the target audience for the project. The average number of visitors per year is 1000000. As such, the Zoo calculates that 20 % will participate in some way.

The zoo publishes a magazine that is sent to all the members of the Zoo Club (more than 30000 families) and to schools. It includes articles and information on these sustainable practices.

6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below:

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact



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1) visibility and communicational aspects

Barcelona Zoo is a very important institution in the city. It welcomes more than one million visitors per year and must set an example for citizens. Thanks to its visibility and good communications, this can be a highly educational project for citizens.

The zoo boasts several channels for disseminating the project:

- Guided tours for schoolchildren with the help of specialised educators: approx. 50000 children per year.
- Zoo Farm, where there is a market garden and a composter visible to the general public, with panels and explanation showing how the compost is made and how the organic material is used, thus reducing waste.
- Zoo Magazine for members of the Zoo Club (more than 30000 families) and for schools. It includes articles and information on these sustainable practices.
- 30 workers have been trained directly in the Zoo and the 1000 workers of BSM, the company that runs the Zoo, have been informed.
- The great interest shown in any news related to animals in Barcelona Zoo makes it easier to inform citizens of issues related to how the Zoo is run. As such, the Zoo's environmental projects have frequently been featured in media outlets (radio, press, television)

2) good practice, originality and exemplarity

The originality of the project is to make compost from animal droppings. Compost made from elephant, hippo, giraffe and rhino droppings is very original and can focus the interest of the general public on the issue of organic waste.

The aim is to lead by example, which is why the project and the composters have been designed as an educational facility. In addition to reducing waste, the project explains how it can be done at home or in schools.

A programme has been implemented in schools in Catalonia to encourage schools to make compost with plant and vegetable waste from their gardens and from all the organic waste generated. Explaining to children that Barcelona Zoo has also implemented this practice is a boost for teachers when it comes to teaching about these practices.

3) quality of content and focus on waste prevention

The Zoo generates 800 tons of organic material per year. Through this project and the 6 composters a small part of it can be processed. However the real interest lies in the great potential held by the project in terms of internal management, raising awareness among workers and visitors, and its potential for growth, not to mention the annual reduction in transport costs and CO₂ emissions achieved through the project.

4) European reproducibility

It is a project that can be fully transferred to zoos or gardens in other cities. It is a project that enables all the organic material generated to remain in the garden itself with no need to transfer it to external composting plants since the aim is to prevent the generation of waste, reduce transport, minimise CO₂ emissions and, last of all, close the cycle of this material in the most sustainable way possible. And of course, use the new compost as a substitute of other products, what also means becoming more resource efficient.

5) Follow-up in long-term and lasting impact

It is a project with real future potential. It can grow and it can be used to spread the message of sustainable practices and to explain the protection of the environment.

The project has begun with a few composting centres within the Zoo in order to get a feel for the project and subsequently improve its implementation. The aim is to expand the number of composters and improve the system to the point where all the material generated annually can be composted.

In order to realise the potential of this material, the objective is to produce large quantities of compost. It will then be packaged and offered as an innovate product in the market, thus disseminating the message of good waste prevention practices among more citizens.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.



Presentation of the project: the Zoo generates 800 tons a year of organic waste



Collecting animal droppings and placing them in the composters



Mowing the grass in the Zoo gardens and placing cuttings in the composters



School visits and explanation of the composting process



Video Available in English at Vimeo: <https://vimeo.com/59505397>

Video Available in Catalan: www.arc.cat/setmanapreencio, in the Actions Catalogue, Videos Section

CORPORATION WEBSITE

PARC ZOOLOGIC DE BARCELONA

www.zoobarcelona.cat

17/11/2012 Zoo takes part in the European Week for Waste Reduction

Communication tools



Promotional poster



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Promotional documentation

Media impact



Zoo Newsletter 03/2012 EWWR